**PRIVACY POLICY**

**Effective Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

At **ShipDuniya** ("**we**," "**us**," "**our**," or "**Company**"), we are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our website, mobile application, and services (collectively, the "**Services**"). By accessing or using our Services, you agree to the terms of this Privacy Policy. If you do not agree with the terms, please do not use our Services.

1. **Information We Collect**

We collect various types of information to provide and improve our Services. This includes **personal information** such as your name, email address, phone number, shipping and billing addresses, GST number, PAN number, Aadhar card details (if required for KYC), bank account details, and government-issued identification documents. We may also collect **non-personal information** such as your device information (e.g., IP address, browser type, operating system), usage data (e.g., pages visited, time spent on the website), and location data (if you enable location services). Additionally, we may collect **sensitive personal data** such as financial information (e.g., credit/debit card details, wallet balance), passwords, and biometric data (if required for advanced verification).

1. **How We Use Your Information**

We use the information we collect for several purposes, including processing and fulfilling your orders, providing customer support, and improving the functionality and user experience of our Services. We also use your information to communicate with you, such as sending order confirmations, shipping updates, invoices, and promotional offers (with your consent). Additionally, we use your information for verification and compliance purposes, such as completing KYC processes and complying with legal and regulatory requirements. We also use your information to enhance security by detecting and preventing fraud, unauthorized access, or misuse of our Services. Furthermore, we may use your information for legal and contractual obligations, such as enforcing our terms and conditions or defending against legal claims.

1. **How We Share Your Information**

We may share your information with third-party service providers, such as logistics partners (e.g., Xpressbees, Delhivery, Ecom Express) for order fulfillment, payment gateways (e.g., Razorpay) for processing payments, and IT service providers for maintaining our website and systems. We may also share your information for legal and regulatory purposes, such as complying with applicable laws, responding to government authorities, or protecting the rights, property, or safety of ShipDuniya, our users, or the public. With your explicit consent, we may share your information with third parties for specific purposes. In the event of a business transfer, such as a merger, acquisition, or sale of assets, your information may be transferred as part of the transaction, and we will notify you of any such change. We may also share aggregated or anonymized data that does not identify you personally for research, marketing, or other purposes.

1. **Data Retention**

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. For example, order information is retained for 7 years to comply with tax and accounting regulations, while KYC documents are retained for 10 years as per regulatory requirements. Marketing data is retained until you withdraw your consent or opt out. After the retention period, your data will be securely deleted or anonymized.

1. **Cookies and Tracking Technologies**

We use cookies and similar tracking technologies to enhance your user experience, analyze website traffic and usage patterns, and deliver targeted advertisements (with your consent). Cookies are small text files stored on your device that help us recognize you and remember your preferences. You can manage your cookie preferences through your browser settings, but disabling cookies may affect the functionality of our Services. We use essential cookies for the functioning of our Services (e.g., login, payment processing), analytics cookies to track website performance, and advertising cookies to deliver personalized ads based on your interests.

1. **Data Security**

We implement robust security measures to protect your information from unauthorized access, alteration, disclosure, or destruction. These measures include encryption of sensitive data during transmission and storage, strict access controls and authentication mechanisms, regular security audits and vulnerability assessments, and employee training on data protection best practices. Despite our efforts, no method of transmission over the internet or electronic storage is 100% secure, so we cannot guarantee absolute security.

1. **Your Rights and Choices**

You have several rights regarding your personal information. You may access, update, or correct your personal information by logging into your account or contacting us. You may withdraw your consent for marketing communications at any time by clicking the "unsubscribe" link in our emails or contacting us. You may also request the deletion of your personal information, subject to legal and contractual obligations. Additionally, you may request a copy of your data in a structured, machine-readable format (data portability) or request that we restrict the processing of your data under certain circumstances. If you have any concerns about our use of your information, you may contact our Grievance Officer (details provided in **Section 11** of this policy).

1. **Third-Party Links**

Our Services may contain links to third-party websites or services. This Privacy Policy does not apply to such third-party sites, and we are not responsible for their privacy practices. We encourage you to review the privacy policies of any third-party sites you visit.

1. **International Data Transfers**

If you are accessing our Services from outside India, please note that your data may be transferred to, stored, and processed in India, where our servers are located. By using our Services, you consent to such transfers. We will take all necessary steps to ensure that your data is treated securely and in accordance with this Privacy Policy.

1. **Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any material changes by posting the updated policy on our website or through other communication channels. Your continued use of our Services after such changes constitutes your acceptance of the updated policy.

1. **Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact our Grievance Officer:

**Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
**Email:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
**Phone:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
**Address:** C-45, Ground Floor, Sector 10, Noida, Uttar Pradesh, 201301

1. **Governing Law**

This Privacy Policy is governed by the laws of India. Any disputes arising out of or related to this policy shall be subject to the exclusive jurisdiction of the courts in Noida, Uttar Pradesh.

1. **Additional Provisions for International Users**

If you are a user from the **European Union (EU)** or other regions with specific data protection laws, the following additional provisions apply. We process your data based on your consent, contractual necessity, or legitimate interests, as permitted under the **General Data Protection Regulation (GDPR)**. For GDPR compliance, you may contact our Data Protection Officer at\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. If you believe that your data protection rights have been violated, you have the right to lodge a complaint with a supervisory authority in your jurisdiction.